

ORIGINAL

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July 8, 1997

RECEIVED

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
1919 M Street, N.W.  
Washington, D.C. 20554

Attention: Policy and Rules Division  
Stop Code 1800D

Re: MM Docket Nos. 91-221, 87-8, 94-150, 92-51, and 87-154  
Television Station WHBI(TV), Lake Worth, Florida

Dear Sir or Madam:

We submit herewith an original and four copies of the permittee's response to the FCC's June 17, 1997 *Public Notice* in the above-captioned proceedings. This submission concerns a Time Brokerage Agreement between Cocola Media Corporation of Florida and Hispanic Broadcasting, Inc., permittee of Television Station WHBI(TV), Lake Worth, Florida.

Should any questions arise concerning this matter, kindly contact the undersigned.

Very truly yours,

John R. Feore, Jr.

JRF/lkr  
Enclosure

Noted of Changes rec'd  
LIM/ALC/DE

054

# LMA REPLY FORM

MARKET: WEST PALM BEACH-FT. PIERCE, FLORIDA

DMA # 44

					Degree of Overlap (%)	Nielsen (all day) Audience Share (9am - midnight)
	Channel No. & <u>Call Sign</u>	Network <u>Affiliation</u>	Licensed <u>Community</u>	Owner/ <u>Licensee</u>	City Grade Grade Grade A B	<u>11/96</u> <u>2/97</u> <u>5/97</u>
Brokered Station:	Channel 67 WHBI(TV)	Independent	Lake Worth, Florida	Hispanic Broadcasting, Inc.		Station Not On Air
Brokering Station:	None	N/A	N/A	Cocola Media Corporation of Florida	N/A	

LMA Specifics:	Date of LMA <u>Signing</u>	Length of <u>Initial Term</u>	Initial Term <u>Start Date</u>	Initial Term <u>End Date</u>	<u>Renewal Provisions/Terms</u> Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal may be exercised.	% Time Brokered <u>per week</u>
	6/2/97	7 years	Date of initiation of broadcast operations	7 years from Start Date	Mutually agreed upon term.	Up to 96.4%  (162 hours/week)

**PUBLIC INTEREST BENEFITS RESULTING FROM ENTERING INTO THE LMA**

This Time Brokerage Agreement for WHBI(TV), Lake Worth, Florida between Cocola Media of Florida and Hispanic Broadcasting, Inc. was entered into as part of a series of transactions by which Cocola Media Corporation of Florida has agreed to complete construction of the WHBI(TV) facility for which the construction permit has been outstanding since April 28, 1987. The Construction Agreement and LMA were part of a Stock Purchase Agreement by and among Hispanic Broadcasting, Inc., Cocola Media Corporation of Florida and the majority shareholder of Hispanic Broadcasting, Inc. Without the ability to program the station pursuant to the Time Brokerage Agreement, Cocola Media Corporation of Florida would not have been willing to spend the funds to construct the facility to get the station operational after over ten years without the station being constructed.